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HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P.O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10008157-1

Inventor(s): **Cherry et al.**

Confirmation No.: **6963**

Application No.: **09/872,228**

Examiner: **M. Bekerman**

Filing Date: **06/01/2001**

Group Art Unit: **3622**

Title: **CUSTOMIZED ADVERTISING METHODS FOR PERSONAL MEDIA SERVICES**

Mail Stop Amendment
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Transmitted herewith is/are the following in the above-identified application:

- ☒ Response/Amendment
☐ New fee as calculated below
☒ No additional fee
☐ Other

- ☐ Petition to extend time to respond
☐ Supplemental Declaration

Fee\$

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	24	MINUS	24	= 0	X \$50	\$ 0
INDEP. CLAIMS	5	MINUS	5	= 0	X \$210	\$ 0
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$370	\$ 0
EXTENSION FEE	<input type="checkbox"/> 1st Month \$120	<input type="checkbox"/> 2nd Month \$460	<input type="checkbox"/> 3rd Month \$1050	<input type="checkbox"/> 4th Month \$1640		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees.

☐ A duplicate copy of this transmittal letter is enclosed.

I hereby certify that this paper is being
transmitted to the Patent and Trademark Office
facsimile number (571) 273-8300.
Date of facsimile: March 11, 2008

Typed Name: **Edmond A. DeFrank**

Signature: 

Respectfully submitted,

Cherry et al.

By 

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg No. : 37,814

Date : March 11, 2008

Telephone : 818.885.1575

Rev 10/07 (TransAmdFax)

**RECEIVED
CENTRAL FAX CENTER**Serial No.: 09/872,226
Attorney Docket No.: 10008157-1**MAR 11 2008****CERTIFICATE OF TRANSMISSION**

I hereby certify that this paper and every paper referred to therein as being transmitted via facsimile to: (571) 273-8300 Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450,

on March 11, 2008 (Date of Deposit) 14 (No. of pages)Edmond A. DeFrank

By

Signature

PATENT

Attorney Docket No: 10008157-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:
Cherry et al.

Serial No.: 09/872,226

Group Art Unit: 3622

Filed: June 1, 2001

Examiner: M. Beckerman

For: **CUSTOMIZED ADVERTISING METHODS FOR PERSONAL MEDIA
SERVICES**

AMENDMENT

Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated December 12, 2007, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.